

Multi Media Content Criteria for Investigating

beginning to develop	at expected	above expected
I can identify the purpose of the multi media presentation	I can identify the purpose of the multi media presentation	I can identify the purpose of the multi media presentation
I can identify the target audience	I can identify the target audience AND I can explain why I think the author has chosen this audience I can explain why I believe a multi media presentation was or was not the most effective communication vehicle based on the purpose	I can identify the target audience AND I can explain why I think the author has chosen this audience I can explain why I believe a multi media presentation was or was not the most effective communication vehicle based on the purpose AND the target audience
I can outline the message communicated in the presentation	I can outline the message communicated in the presentation AND the feelings that were evoked	I can outline the message communicated in the presentation AND the feelings that were evoked AND why I think the author made these choices
I can identify the slide layout, slide background colour, slide colour scheme, and slide background AND outline a relationship between each and the purpose of the communication OR the audience	I can identify the slide layout, slide background colour, slide colour scheme, and slide background AND outline a relationship between each and the purpose of the communication AND the audience I can draw a sketch of the navigation device	I can identify the slide layout, slide background colour, slide colour scheme, and slide background AND outline a relationship between each and the purpose of the communication AND the audience AND the message communicated OR the intended feelings evoked I can draw a sketch of the navigation device AND explain why I think the author created it in that way
I can identify 2 - 3 types of media used in the presentation AND explain why I think the author included these based on the purpose of the communication OR the intended audience	I can identify 2 - 3 types of media used in the presentation AND explain why I think the author included these based on the purpose of the communication AND the intended audience	I can identify 2 - 3 types of media used in the presentation AND explain why I think the author included these based on the purpose of the communication and the intended audience AND I can explain how each enhances the overall communication message
I can identify the text font/s; text size/s; text style/s used in the presentation	I can identify the text font/s; text size/s; text style/s used in the presentation AND explain why I think the author used these	I can identify the text font/s; text size/s; text style/s used in the presentation AND explain why I think the author used these
I can identify how many different text fonts were used; how many text sizes were used; and how many font styles were used	I can identify how many different text fonts were used; how many text sizes were used; and how many font styles were used AND I can explain why I think the author made these decisions	I can identify how many different text fonts were used; how many text sizes were used; and how many font styles were used AND I can explain why I think the author made these decisions
I can identify the software that was used to make the presentation	I can identify the software that was used to make the presentation and explain why I believe each was chosen I can identify the slide transitions that were used	I can identify the software that was used to make the presentation and explain why I believe each was chosen I can identify the slide transitions that were used AND I can explain why I think the author made these choices
I can identify the buttons that were used	I can identify the buttons that were used AND I can explain why I think the author made these choices	I can identify the buttons that were used AND I can explain why I think the author made these choices I can identify the hyperlinks that were used I can identify slide show timings that were used
I can identify all skills I will need to develop before creating my multi media presentation	I can identify all skills I will need to develop before creating my multi media presentation	I can identify all skills I will need to develop before creating my multi media presentation